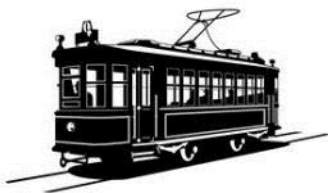




**Key West
Transportation
Coordination Team**
December 1, 2016



Transportation Alternatives Fund (TAF)



Transportation Alternatives Fund

Purpose > Why > Policy > How > Mechanism > Priorities > Results

Enhance Historic District:

- ❖ More Walkable
- ❖ More Bikeable
- ❖ Transit Friendly
- ❖ People Friendly

Community Results:

- ❖ Prosperity
- ❖ Sustainability
- ❖ Healthy
- ❖ Happy



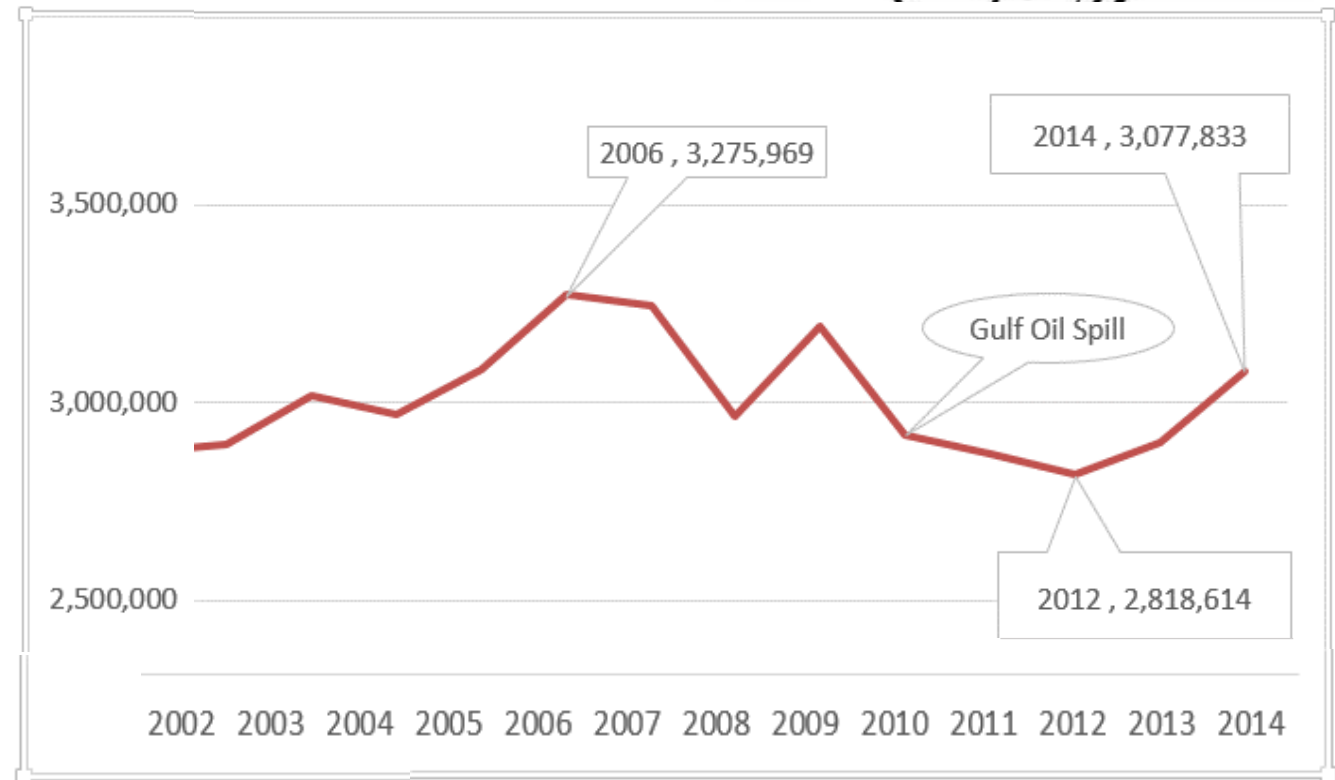


Transportation Alternatives Fund

Purpose > **Why** > Policy > How > Mechanism > Priorities >

Traffic and Parking Congestion

- 3rd Biggest Issue in 2015 Citizens Survey
- 10 year Average Traffic Increase: 1% annually
- 3% increase 2014; 3% in 2013
- Parking Increased 18%
- Tense/Unsafe interactions
- Media/Citizen Complaints



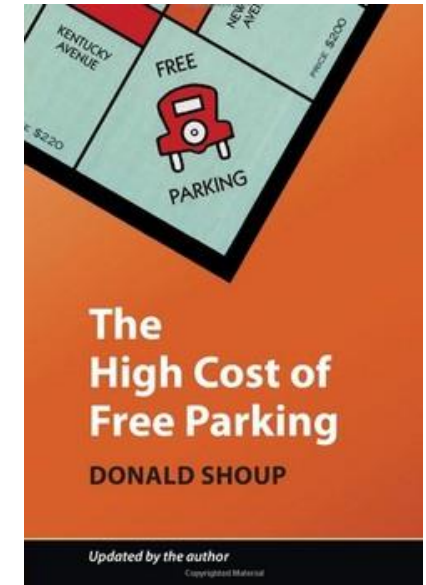


Transportation Alternatives Fund

Purpose > Why > **Policy** > How > Mechanism > Priorities > Results

Transportation and Parking Synergy

- “Set it and Forget it”
(park in lot/garage and don’t use)
- Direct Longer Term Parking to Lots/Garages
- Right Price Parking
 - More Turnover for Retailers
 - Price closer to market
 - Variable rates on hour/week/seasons
 - Provide additional metered spaces





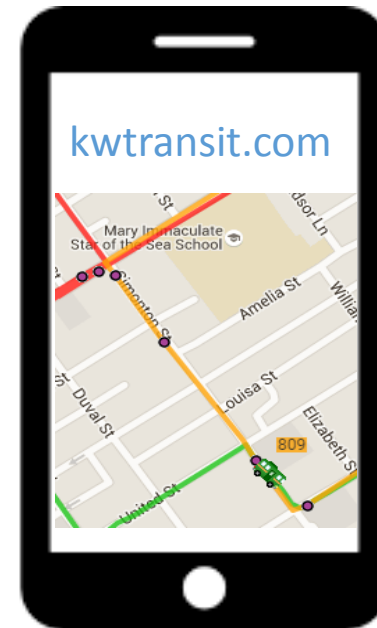
Transportation Alternatives Fund

Purpose > Why > Policy > **How** > Mechanism > Priorities > Results

Maximize Investments

Increase Use of Existing Transportation Systems

- Wayfinding Expansion
- General Education
- Bus stop Maps/Apps
- Commuter Services
- Safety programs





Transportation Alternatives Fund

Purpose > Why > Policy > **How** > Mechanism > Priorities > Results

Invest in other ways to move people

Increased walk, bike, and bus capacity:

- Downtown Circulator
- Bikeshare system
- Car Share
- New/more bicycle parking
- Bike lanes and protected bikeways
- Increase bus frequency/service





Transportation Alternatives Fund

Purpose > Why > Policy > How > **Mechanism** > Priorities > Results

Raise parking rates – % of NEW Revenue

- Raise rates \$1.00/hour
- Dedicate % of NEW Revenue:
- Increases dedicated to:
 - New programs / pilots
 - Increased capacity
 - Enhancements
 - Infrastructure
- Not for maintaining / reoccurring projects

New TAF Revenue	New TAF Funds
66% Transit	\$ 194,949
50% Bight	\$ 285,478
33% General Fund	\$ 517,354



Affordable Housing	General Fund
40% General Fund	27% General Fund
\$ 620,887	\$ 419,098



Parking	Rate / Hour
City – Public Parking	\$2.00
Ann Street Private	\$3.50 - 4.00
Weston Garage Private	\$4.00
Angela Street - Private	\$4.00
Petronia Street - Private	\$4.00
San Carlos - Private	\$4.00
Post Office Private	\$5.00



Transportation Alternatives Fund

Purpose > Why > Policy > How > **Mechanism** > Priorities > Results

Research on Tourists and Cars:

- 1/3 of visitors never used a car
- 37% personal vehicle drivers from south Florida
- Driving disincentives for personal car drivers:
 - Parking Fees at hotel: Not Affective at all
 - Parking Fees elsewhere: Not Affective at all
 - Bridge Toll: Not affective at all





Transportation Alternatives Fund

Purpose > Why > Policy > How > **Mechanism** > Priorities > Results

Stakeholders Say:

- “If we had a reliable downtown transportation I don’t think anybody would move their car”. – Jodi Weinhofer, Keys Lodging Association
- “Creating an infrastructure helpful to residents and tourists is key” - Dianna Sutton, Community Foundation Florida Keys
- “All of Monroe County would support a reduction of vehicles reaching Key West” – Jessica Bennet, MC Tourist Development Council





Transportation Alternatives Fund

Purpose > Why > Policy > How > Mechanism > **Priorities** > Results

Based on Annual Priorities of Transportation Coordination Team

- Match for Grants
- Partnership Leverage
- Wayfinding Infrastructure
- New Bike Parking
- Bikeshare
- Carshare
- Bike and Pedestrian Counters
- Maps/Info at Bus Stops
- Shade at Bus Stops
- New Bike / Pedestrian / Transit Infrastructure
- Employee Carpool/Vanpool programs



Transportation Alternatives Fund

Purpose > Why > Policy > How > Mechanism > **Priorities** > Results

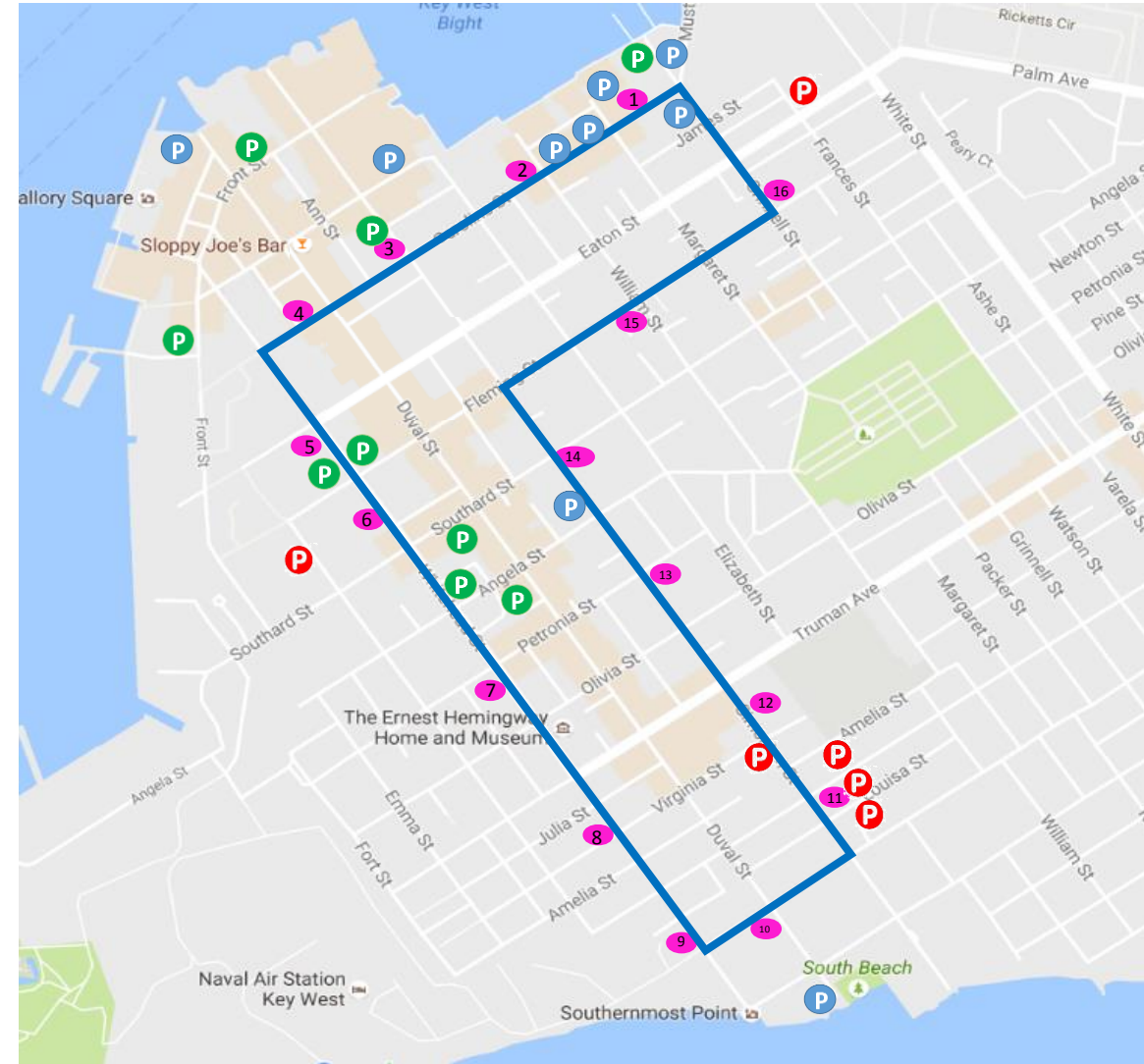
FREE Downtown Circulator:

Season (Christmas-Easter): Daily Service

Sun-Thurs (3):	10am-10pm
Fri-Sat (3):	10am-Midnight
Peak Bus (1):	5-8am, 3-7pm

Off Season: Weekend Service Only

Friday:	3-Midnight
Saturday:	10am-Midnight
Sunday	10am-10pm
Peak Bus:	5-8am, 3-7pm





Transportation Alternatives Fund

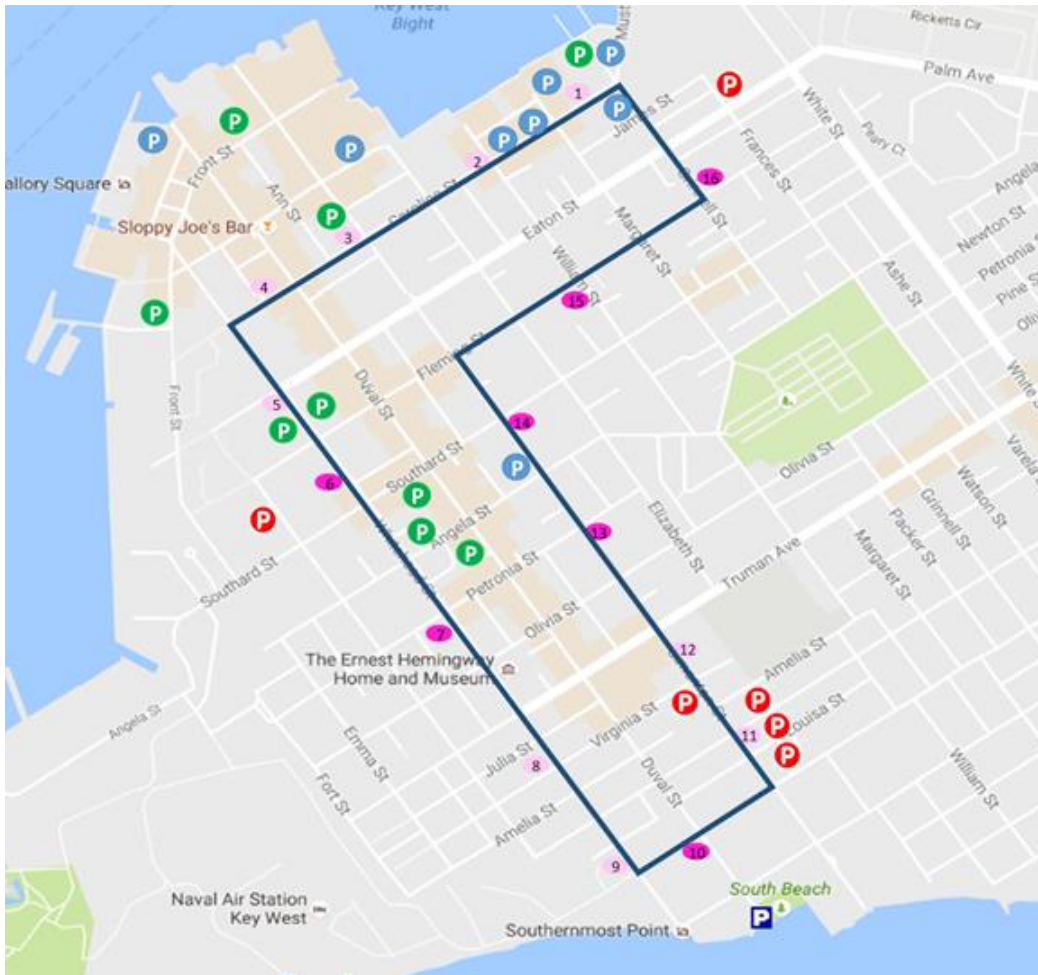
Purpose > Why > Policy > How > Mechanism > **Priorities** > Results

Expenditures	Year 1	Year 2	Year 3
Downtown Circulator – Operations	\$ 914,946	\$ 914,946	Grant
Downtown Circulator – Bus Wraps	\$ 54,000	\$ 5,000	\$ 5,000
Downtown Circulator – Signage	\$ 5,000	\$ 200	\$ 200
Downtown Circulator - Marketing	\$ 20,000	\$ 20,000	\$ 20,000
Wayfinding Network	\$ 50,000	\$ 50,000	\$ 50,000
Bike Parking & Infrastructure	\$ 30,000	\$ 30,000	\$ 30,000
Marketing & Safety Programs	\$ 100,000	\$ 100,000	\$ 100,000
Other Priorities	\$ 7,000	\$ 56,000	\$ 970,000



Transportation Alternatives Fund

Purpose > Why > Policy > How > Mechanism > **Priorities** > Results



- Branding / Marketing Plan
- Staffing / Hiring Plan
- Wayfinding / Bus Stop Needs
- Evaluation Plan
- Google Maps Alignment
- Stakeholder Outreach
- Materials Dissemination
- Press Releases
- Ribbon Cutting!



Transportation Alternatives Fund

Purpose > Why > Policy > How > Mechanism > Priorities > **Results**

Local Effect?

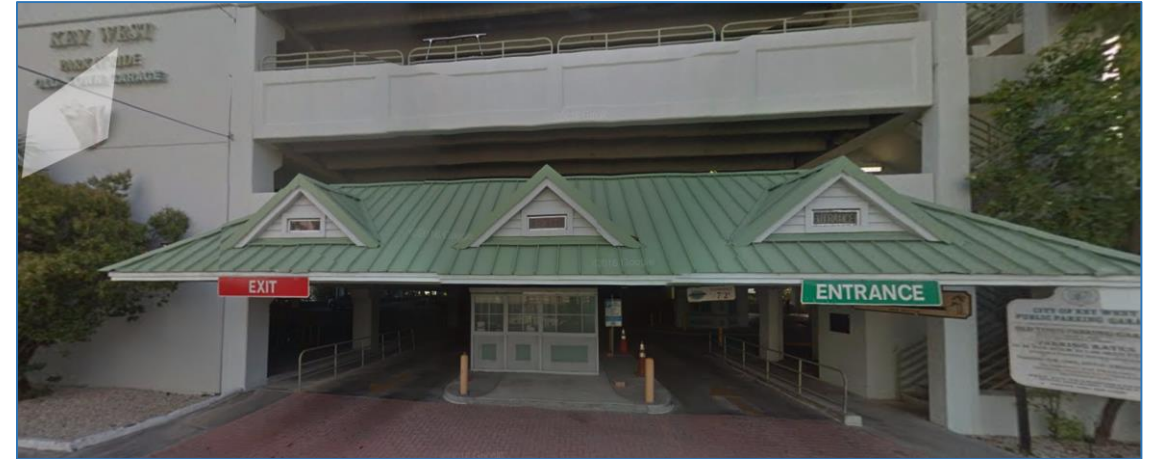
- Employee Parking Program (\$25/month)
- Residential Parking Permits (\$10/year)
- Free After Hours Parking lots
- Workplace outreach via Commuter Services
- Information everywhere (wayfinding/maps)
- ADD: Circulator at Peak Commuter Hours
- ADD: Residential Parking Permit Benefit

Proposed 4 Hours Free at:

- 1) Historic Bight Main Lot on Caroline
- 2) Firehouse Lot on Angela/Simonton
- 3) Park N Ride on Grinnell

= Increased options / Decreased personal costs

= Less driving!





Transportation Alternatives Fund

Purpose > Why > Policy > How > Mechanism > Priorities > **Results**

- Reduced Congestion
- Leveraged Funds
- Stronger Partnerships
- More Affordable Living
- More prosperous, sustainable, and healthy community

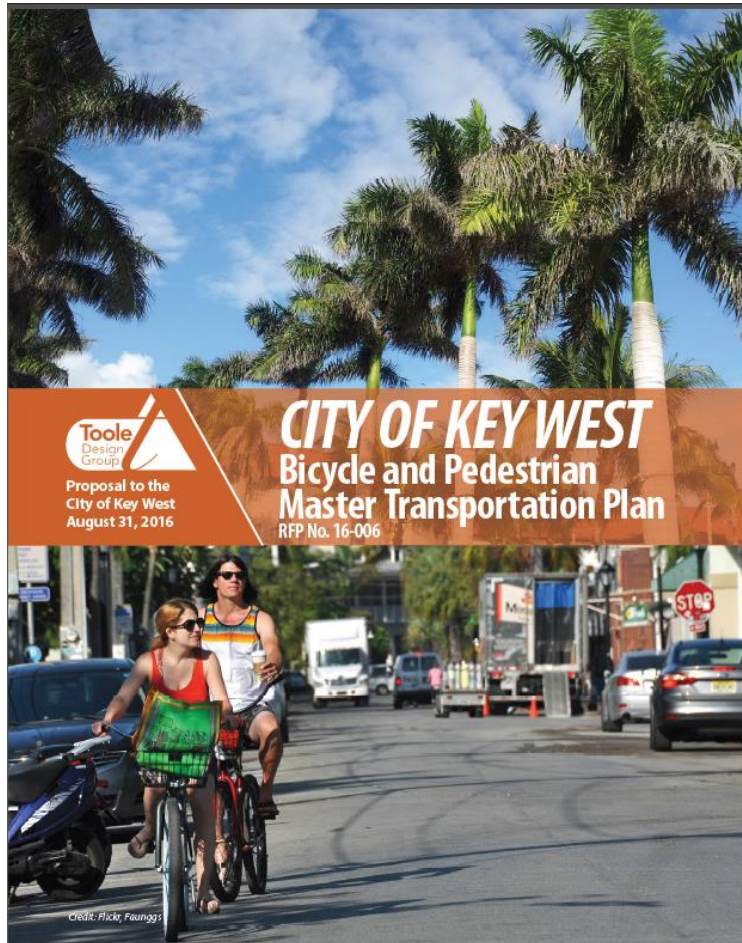
for just \$1 ...





Planning Dept.'s Bike/Ped/Transport Program

Bike/Ped Master Plan > Car Free Key West > Bike Parking > S. Roosevelt





Planning Dept.'s Bike/Ped/Transport Program

Bike/Ped Master Plan > **Car Free Key West** > Bike Parking > S. Roosevelt



**Car Free
Key West**

**WALK.
BIKE.
RIDE.**



A campaign presence in the local newspapers and leading lifestyle publication will consistently reach residents and local business owners. Visitors to the island often pick up these publications on newsstands and through in-room distribution at area hotels.



Planning Dept.'s Bike/Ped/Transport Program

Bike/Ped Master Plan > Car Free Key West > **Bike Parking** > S. Roosevelt



Examples of generally ACCEPTABLE Bicycle Rack Types:



Examples of generally UNACCEPTABLE Bicycle Rack Types:





Planning Dept.'s Bike/Ped/Transport Program


Bike/Ped Master Plan > Car Free Key West > Bike Parking > **S. Roosevelt**



**South Roosevelt Corridor Study
Public Workshop
Tuesday, December 13
6:00 – 8:00 p.m.
Sharon Suites, 2001 S. Roosevelt**



**Key West
Transportation
Coordination Team**
December 1, 2016



Car Free Alternatives for Key West

The City of Key West wants to reduce traffic congestion and is interested in your opinion.

The following list of possible actions represent a comprehensive list of what other cities have done to get people out of cars and into other modes of transportation.

Descriptions of each of these are included in the pdf that was provided to you in the same email as the link to this survey. If you did not receive it, ask whomever sent you the email to resend the pdf.

Please take the time to completely fill this out. We want to hear from you how much you support the options, which 5 do you want us to work on first, and your support on how we can fund them.

Thank you for your time!

** Required*

Did you Read the "Car Free Initiatives" Descriptions PDF Provided? ***

- ☐ Yes, I received it and read it
- ☐ Got it, but have not read.
- ☐ Did not receive it.



Transportation Alternatives Fund (TAF)



Preserve Island Life



PRESERVE ISLAND LIFE



PRESERVE ISLAND LIFE



PRESERVE ISLAND LIFE



PRESERVE ISLAND LIFE



PRESERVE ISLAND LIFE



PRESERVE ISLAND LIFE



PRESERVE ISLAND LIFE



PRESERVE ISLAND LIFE



PRESERVE ISLAND LIFE



PRESERVE ISLAND LIFE



PRESERVE ISLAND LIFE



PRESERVE ISLAND LIFE

The Facebook page for the City of Key West - Preserve Island Life Campaign. The cover photo shows a large palm tree against a blue sky. The profile picture is a circular logo with two people on a bicycle. The page name is "City of Key West - Preserve Island Life Campaign" with 120 likes and 15 people talking about it. The description reads: "Government Organization Dedicated to helping individuals, businesses and organizations live lighter and save money." The page has tabs for About, Photos, Likes, Events, and Twitter. The Likes tab shows a photo of a group of people and a like count of 120. The Events tab shows a "GREEN BUILD" logo. The Twitter tab shows the Twitter logo.

